determining the interaction of the user with the object based at least in part upon a position of the finger with respect to the hand or a deformation of the hand proximate a point of contact.

4. The computer-implemented method of claim **1**, further comprising:

detecting motion of the object;

determining that the motion corresponds to an input gesture; and

performing an action corresponding to the input gesture with respect to the augmented reality content displayed.

5. The computer-implemented method of claim **1**, further comprising:

causing the augmented reality content positioned on the surface region of the object to have a shape conforming to the surface region.

6. A computer-implemented method, comprising:

determining a portion of a user's body visible in a display of a computing device;

determining augmented reality content associated with a current geographic location of a computing device to be displayed via the display;

causing at least a portion of the augmented reality content to be rendered to appear, when displayed via the display, to be positioned on a determined surface of the portion of the user's body;

determining contact of an object with the determined surface of the portion of the user's body based on detecting a stop of motion of the finger at a location on the determined surface; and

performing an action corresponding to the augmented reality content associated with a contact position of the object on the determined surface.

7. The computer-implemented method of claim **6**, further comprising:

determining the object coming into contact with the determined surface based at least in part upon a position of the object with respect to the portion of the user's body or a deformation of the portion of the user's body proximate a point of contact.

8. The computer-implemented method of claim **6**, further comprising:

capturing image data using a camera of the computing device; and

rendering the augmented reality content as an overlay element over a live view of a scene captured by the camera and displayed using the display of the computing device.

9. The computer-implemented method of claim **6**, further comprising:

determining a location or orientation of the computing device; and

determining the augmented reality content based at least in part upon the location or orientation.

10. The computer-implemented method of claim **9**, further comprising:

determining a type of body part of the portion of the user's body visible in the display of the computing device; and

determining the augmented reality content based further upon the type of body part.

11. The computer-implemented method of claim **10**, further comprising:

determining an orientation of the body part as visible in the display of the computing device; and

determining the augmented reality content based further upon the orientation of the body part.

12. The computer-implemented method of claim **6**, further comprising:

causing the augmented reality content to be rendered to appear have a shape conforming to the determined surface of the portion of the user's body.

13. The computer-implemented method of claim **6**, further comprising:

detecting motion of the user's body;

determining that the motion corresponds to an input gesture; and

performing an action corresponding to the input gesture with respect to the augmented reality content displayed.

14. The computer-implemented method of claim **6**, further comprising:

causing the augmented reality content to be displayed in a display of a wearable device of the user in communication with the computing device.

15. A system, comprising:

at least one processor; and

memory including instructions that, when executed by the at least one processor, cause the system to:

determine a portion of a user's body visible in a display of a computing device;

determine augmented reality content associated with a current geographic location of a computing device to be displayed via the display;

cause at least a portion of the augmented reality content to be rendered to appear, when displayed via the display, to be positioned on a determined surface of the portion of the user's body;

determine contact of an object with the determined surface of the portion of the user's body based on a stop of motion of the finger at a location on the determined surface; and

perform an action corresponding to the augmented reality content associated with a contact position of the object on the determined surface.

16. The system of claim **15**, wherein the instructions when executed further cause the system to:

determine the object coming into contact with the determined surface based at least in part upon a position of the object with respect to the portion of the user's body or a deformation of the portion of the user's body proximate a point of contact.

17. The system of claim **15**, wherein the instructions when executed further cause the system to:

capture image data using a camera of the computing device; and

render the augmented reality content as an overlay element over a live view of a scene captured by the camera and displayed using the display of the computing device.

18. The system of claim **15**, wherein the instructions when executed further cause the system to:

determine a location or orientation of the computing device;

determine a type of body part of the portion of the user's body visible in the display of the computing device; and

determine the augmented reality content based at least in part upon the location or orientation, as well as the type of body part.

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